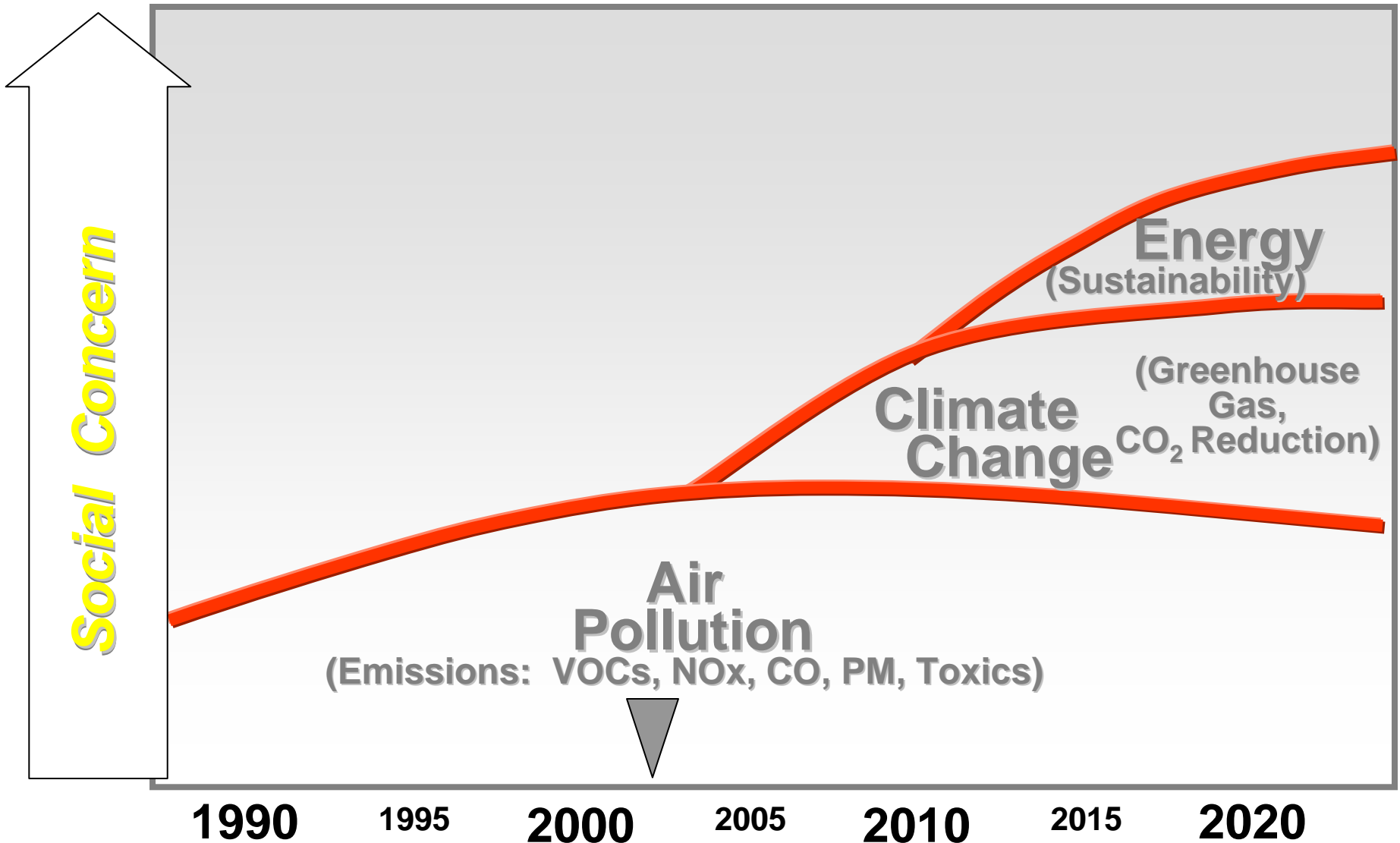


# **HONDA**

The Power of Dreams

# Key Energy & Emission Issues



# Hierarchy of Honda Energy Choices

BENEFITS TO SOCIETY



**GOOD**

## CLEAN GASOLINE

- Ultra Low/Near Zero emissions
- Gasoline will be the dominant “clean” fuel for the short and mid term



**BETTER**

## GASOLINE-ELECTRIC HYBRIDS

- Near zero emissions
- Higher MPG/less CO2
- Decreases petroleum use
- Reduced fuel cost
- Innovative proven technology
- Fueled with gasoline

NO NEW INFRA



**BEST**

## NATURAL GAS VEHICLE

- Near zero emissions
- Domestic fuel
- Displaces petroleum
- Proven technology
- 25% less CO2
- Home refueling
- Best alternative fuel for many decades
- Path to H2



NEW INFRA



**ULTIMATE**

## HYDROGEN FUEL CELL

- Zero emissions
- Cleanest fuel, derived from natural gas or renewable energy
- Displaces petroleum
- Potential for home refueling
- Uses existing natural gas infrastructure



# 2009 CNG Civic GX



## Natural Gas is a Great Choice

- Wide applicability (autos, trucks, buses, forklifts, etc.)
- North American fuel supply
- High well-to-wheel efficiency
- Fuel cost < gasoline
- Fuel distribution network established (pipelines)
- Wide range of infrastructure possibilities
- SULEV / ILEV / AT PZEV capable
- Low carbon fuel
- Proven performance, known costs
- Pathway to hydrogen
- Renewable



# Civic GX

## “Say Goodbye to Gasoline”

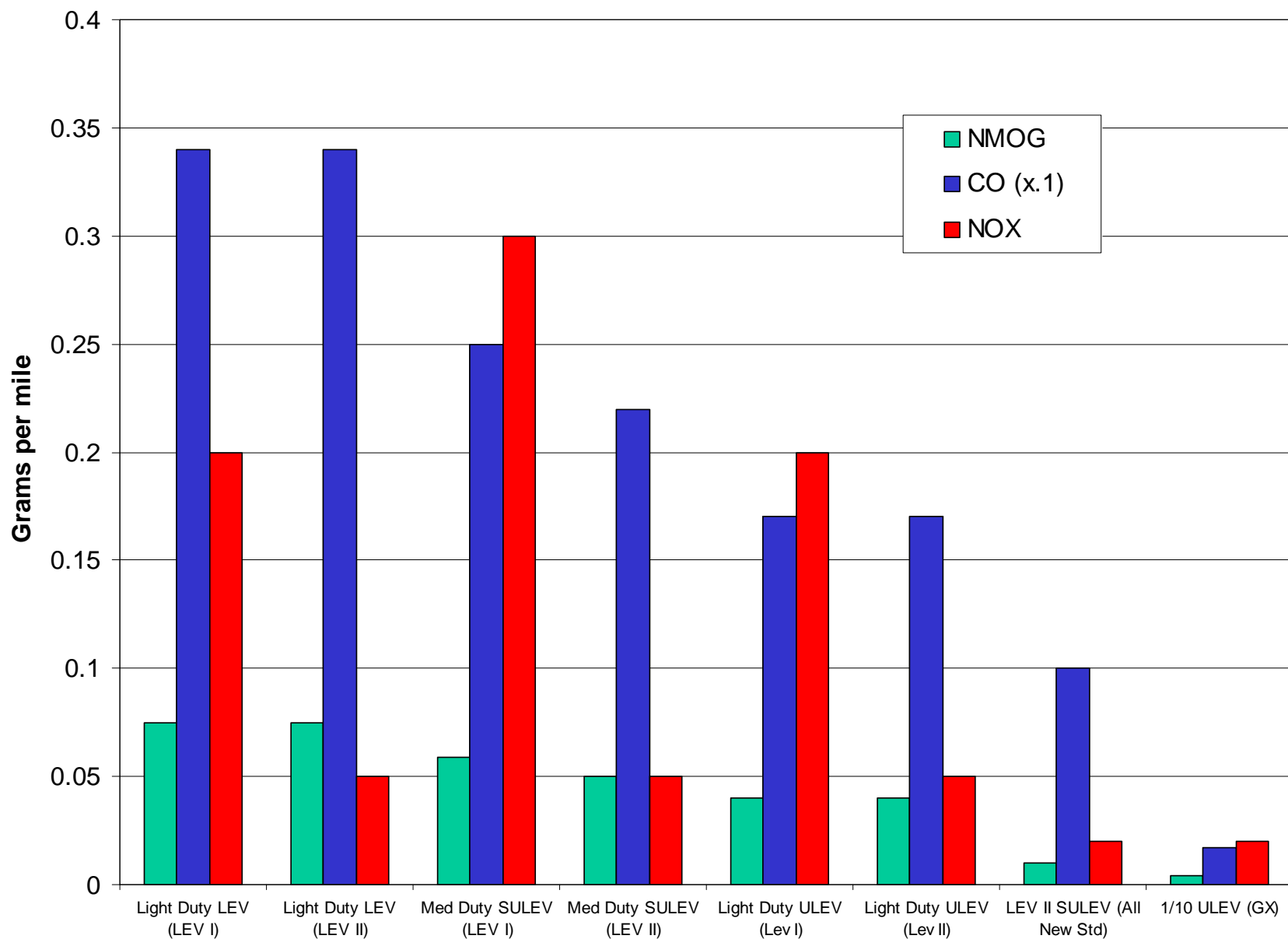
- First Introduced in 1998
- 2009 – 11<sup>th</sup> Model Year
- Fleet Targeted
- Retail Launched in 2005
- Mass Produced in Ohio
  - Only NGV fully mass produced on assembly line
- Over 10 Years of Proven Performance

# Civic GX

## “The Natural Choice”

- Compact-Size Category
- Range – 220+ Miles
- MPGE-24 City/36 Hwy
- 8 GGE Tank/3600 PSI
- 5-Star Safety Rating
- Front, Front Side and Side Curtain Airbags
- Anti-Lock Brakes
- Tire Pressure Monitoring System
- Head Restraint System
- Cleanest I.C. Vehicle
- 50 State – SULEV Tier II Bin 2
- CARB Rating – AT PZEV
- 100K Mile+ Tune-Ups Interval
- 10K Mile Oil Change Interval
- Warranty
  - 3 Year/36,000 Mile
  - 15 Year/150,000 Mile Emissions Warranty (ZEV States)

# CA LEV I vs LEV II SULEV & Honda Civic GX





# The Greenest Vehicles of 2008

## ratings highlights

### Greenest Vehicles of 2008

Make and Model	Specifications <sup>a</sup>	Emission Standard <sup>b</sup>	MPG: City	MPG: Hwy	Green Score
HONDA CIVIC GX	1.8L 4, auto [CNG] <sup>c</sup>	Tier 2 bin 2 / PZEV	24	36	57
TOYOTA PRIUS	1.5L 4, auto CVT	Tier 2 bin 3 / PZEV	48	45	53
HONDA CIVIC HYBRID	1.3L 4, auto CVT	Tier 2 bin 2 / PZEV	40	45	51
SMART FORTWO CONVERTIBLE / COUPE	1.0L 3, auto stk [P]	Tier 2 bin 5 / ULEV II	33	41	49
TOYOTA YARIS	1.5L 4, manual	Tier 2 bin 5 / ULEV II	29	36	46
NISSAN ALTIMA HYBRID	2.5L 4, auto CVT	PZEV	35	33	46
TOYOTA COROLLA	1.8L 4, manual	Tier 2 bin 5 / ULEV II	28	37	45
MINI COOPER / CLUBMAN	1.6L 4, manual [P]	Tier 2 bin 5 / LEV II	28	37	44
FORD FOCUS	2.0L 4, manual	Tier 2 bin 3 / PZEV	24	35	44
TOYOTA CAMRY HYBRID	2.4L 4, auto CVT	Tier 2 bin 3 / PZEV	33	34	44
HONDA CIVIC	1.8L 4, manual	Tier 2 bin 5 / ULEV II	26	34	44
HONDA FIT	1.5L 4, manual	Tier 2 bin 5 / LEV II	28	34	44

[CNG] denotes compressed natural gas fuel.

[P] denotes premium gasoline

"auto stk" denotes manually adjustable automatic transmission

"auto CVT" denotes continuously variable automatic transmission.

<sup>a</sup> Certain other configurations of these models (with different transmissions or meeting different emission standards) score nearly as well.

<sup>b</sup> A listing with two emission standards (e.g., Tier 2 bin 2/ PZEV) denotes a single vehicle carrying both a Federal and a California emission certification. Green Scores for such listings reflect the cleaner of the two certifications.

<sup>c</sup> Compressed natural gas (CNG) vehicle fuel economy given in gasoline-equivalent miles per gallon.

World's Cleanest Taxi Cab!



# GX

## Success Stories

City of Los Angeles,  
Parking Enforcement



# City Government Civic GX Police Vehicles



# County Government All Civic GX Light-Duty Fleet







State Government



Federal Government

# Retail Civic GX



# Examples of Financial Incentives

- Federal Tax Credit - \$4,000
- State Incentives – Vary
- Local Buydowns
  - Up to \$6,800 rebate

# Incentives – Beyond the Money

- Environmental stewardship
- Compliance with mandates
- Reduce dependence on oil
- Increase energy diversity and security
- HOV lane access even when driving alone
- Less vehicle down-time because less maintenance



# Honda-FuelMaker Partnership



- “Time” and Fast Fill options
- Discounts available
  - FuelMaker discount (starting at \$600)
  - Honda discount (starting at \$1,000)
  - Incentives can make zero cost with discounts
- Customize system and funding to meet your needs
- FuelMaker 1-800-898-3835

# HONDA



***Making a  
Clean Connection!***

**Goal: Add Value for Clean Cities Stakeholders & Coordinators**



**Exclusive to Clean Cities Stakeholders & Coordinators**



**Enhanced \$\$ for FuelMaker Purchases**

- \$900 per small FuelMaker unit from FuelMaker (original discount \$800)
- \$2,800 per large FuelMaker unit from FuelMaker (original discount \$2,600)
- \$1,400 per Block of 4 NGV GXs from Honda (original discount \$1,100)



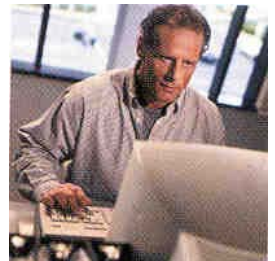
**HONDA**



***Incentive Increased by 10% - 20% over Standard Honda / FuelMaker Discount!***



**Easy Access to Program Information Online at:  
[www.fuelmaker.com/ccpromo](http://www.fuelmaker.com/ccpromo)**



**Questions? Contact Your Regional Support Office  
or Call Paula Hebert of FuelMaker (800-898-3835)**



## *Examples and Images of Products and Use*



NY State DOT Fast-Fill Site - One of 30 FuelMaker FF stations throughout New York  
100+ Civic GXs in the state motor pool.



California's Port of Los Angeles, FuelMaker single Time-Fill unit. Executive's Honda Civic GX is shown, "topping off" with CNG during working hours.



California's Port of Los Angeles Time-Fill Station at Administrative Office parking garage- refuels 12 Honda Civic GXs every night.



***Coast to Coast the "Clean Connection" is being made!***

Phill is for “Home Refueling”

- 1<sup>st</sup> true “Home Appliance” for Indoor application.
- Phill is “Friendly”
- Phill works for you.
- Phill adds “New Value” to your transportation habits.







4386

ANPC 083

JVC  
COLOR  
TELEVISION



# *Technology Relationships*



CNG

PURE ELECTRIC

CLEAN GASOLINE

HOME  
REFUELED CNG

GASOLINE-  
ELECTRIC HYBRIDS

... FUEL CELL  
VEHICLES





# FCX Clarity





# FCX Clarity

## Lease and Availability

- FCX Clarity Lease - \$600 per month
  - 3-year term
- Clarity rollout this summer in southern California
  - Individual/retail consumer focus
  - Los Angeles County and Orange County
  - Includes maintenance and Cross Country Motor Club membership

# FCXperienced customers



Q'orianka Kilcher (world's youngest)



Spallino family (world's first)



Terry Tamminen

(Father of California Hydrogen Highway)

[terrytamminen.com/projects](http://terrytamminen.com/projects)

# Honda AFV Contacts

- American Honda Motor Co., Inc., Torrance, CA - 1-310-781-4450
- Web Site, Honda - [www.honda.com](http://www.honda.com)
- Web Site, GX - [www.civicgx.com](http://www.civicgx.com)
- FuelMaker - 1-800-898-3835
- AFV Sales Consultants – Nationwide

# **HONDA**

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